

## EXTENSION INTERNATIONAL PROGRAMS

### Course Descriptions for the 2019 One-Quarter Certificate Programs

*Upon completion of one, two or three quarters, students will earn a Certificate of Completion. All courses listed are required in order to earn a certificate. Courses and information subject to change.*

#### **Leadership and Management**

*Available Winter, Spring, Summer, and Fall quarters*

- Managing for Maximum Performance
- Business Communication Skills
- Work Team Concepts
- International Business Project
- **One Elective Course:** Students choose an additional class in their area of interest.

#### **Managing for Maximum Performance (or Other Management Skills Course)**

**3 UNITS**

Effective managers realize that organizational success is based on so much more than the contributions of its individuals alone. Success is based on the effective management of “teams” working together to achieve common goals. Knowing how to build, influence and lead teams can increase business performance to exceed goals and objectives. Explore the responsibilities, functions and skills required of managers today. Learn how to hire, train and lead teams efficiently and effectively. Boost teamwork and morale using proven communication, planning and goal-setting strategies. Identify leadership styles, and learn to adjust yours to motivate employees and increase their productivity. Tackle challenges, solve problems and mediate differences using practical management tools and techniques.

#### **Business Communication Skills**

**3 UNITS**

Being able to communicate your ideas accurately and persuasively is essential in the business environment. Explore the communication skills necessary to be productive in today's complex workplace. Discover how to analyze and address a range of audiences. Learn the basics of speech organization, body language, vocal variety, and speaking without preparation. Improve your interactions, one-on-one and in meetings. Topics include recognizing and responding to nonverbal messages; personal vs. position power; negotiation; accommodating individual differences (age, culture, gender); giving and receiving constructive criticism; understanding group dynamics and team development; professional writing skills; and presentation skills.

#### **Work Team Concepts and Skills**

**3 UNITS**

Do you work in groups or teams in your workplace? Learn how to develop effective teams in the context of project management and how to implement communication and conversation strategies that help your team meet its project goals. Discover key factors that distinguish teams and shape team excellence, particularly communication and conversational dynamics. Study theories and models of individual and group conversational dynamics. Learn how to design powerful conversations to produce the results you want to achieve. Explore common team-related issues, including team charter and team contracts, trust, culture and conflict resolution. You will also have the opportunity to practice diagnosing and dealing with a variety of group dynamics through a team project.

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### International Business Project

**2 UNITS**

This course will provide the students with a practical and professional experience working closely with the instructor and conducting a team consulting project with a US organization involved in international business. This includes problem definition, locating and qualifying information resources, developing unique insights about the Client's industry and its present and future market directions. This course will apply the lessons you have learned through your UCSD Extension program courses and prior experience to make impactful recommendations for the Client's business.

This directed studies course provides students with an opportunity to meet with a professional US organization and interact with decision makers as part of the techniques that the students will learn for creating their own business insights into a company, market or industry.

**Students will also be able to choose one elective from a list of pre-determined courses, provided by the program. The list will include a variety of electives. Students must take at least 12 credits per quarter, as per their visa status.**

### Digital Marketing

*Available Winter, Spring, Summer, and Fall quarters*

- Digital Marketing
- Content Marketing
- Digital Marketing Analytics
- Marketing Project
- **One Elective Course:** Sample electives may include Behavioral Economics, Elements of Marketing and Search Engine Optimization

### Digital Marketing

**3 UNITS**

In the ever-evolving marketing landscape, it has become imperative for a business to integrate digital marketing efforts into its overall marketing strategy. Students in this course will explore the development, production and implementation of digital-marketing delivery methods including, but not limited to, email marketing, web-based marketing, search-engine optimization (SEO), online advertising, and social media. The curriculum will introduce tools to appropriately measure and evaluate the effectiveness of digital-marketing campaigns that are designed to improve the experience of the consumer. New trends, as well as key opportunities for innovation, will also be included.

### Content Marketing

**3 UNITS**

Content marketing is defined as the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. Well-developed content is the heart of a successful marketing campaign.

### Digital Marketing Analytics

**3 UNITS**

Audiences are spending more of their time online and in response, marketers are spending more of their resources there. With a seemingly limitless sea of options as to where to be present online, how do we decide where to start? And once we do, how do we know what's working?

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This course will take students through navigating the digital landscape and how to utilize data to guide this journey. Students will develop an understanding of what marketing channels contribute to a cohesive online presence, exploring areas such as organic and paid search, social media, and email marketing. Students will learn to identify key performance indicators to assess the performance of each channel as well as how to leverage these insights to shape future strategy. With a primary focus on Google Analytics data and other online data tools, students will gain an overarching view of how each channel in their marketing mix is performing and how to shape future strategy accordingly.

### Marketing Project

**2 UNITS**

This class builds on the marketing knowledge that students have obtained in their other coursework. The instructor will guide students in developing their own marketing insights focusing on a specific industry. The insights are based on the compilation of select company information, market and industry intelligence. This information will be applied in the development of questions used to interview one to two real-life California organizations.

**Students will also be able to choose one elective from a list of pre-determined courses, provided by the program. The list will include a variety of electives. Students must take at least 12 credits per quarter, as per their visa status.**

### Business Analytics

*Available winter and summer quarter*

- Overview of Business Intelligence and Data Analysis
- Introduction to SQL Programming
- Advanced Excel for Analysis and Business Intelligence
- Dashboards and Data Visualization for Data Analysis
- Business Intelligence Project

### Overview of Business Intelligence and Data Analysis

**3 UNITS**

As the amount of data companies collect continues to grow at a rapid rate, the ability to effectively transform that data into actionable information has become paramount for business growth and success. Business intelligence (BI) and data analytics enables businesses to make better decisions, improve processes, discover efficiencies, support customers, and reduce costs.

In this course, students will learn the complete analytics cycle, from determining requirements to extracting and disseminating information. It will cover the process, technologies, applications, tools, and skills required to analyze data so that informed and timely decisions can be made.

### Introduction to SQL Programming

**3 UNITS**

Learn how to use the Structured Query Language (SQL) to create, manipulate, and create reports from database tables. Important concepts associated with relational databases will be covered. You will run SQL commands to create database tables and define data element types. Single and multiple table queries will be created with simple and compound conditions using SQL operators such as: BETWEEN, LIKE, IN, EXIST, ALL, and ANY. Basic and complex reports will be created based on data in a table or view. Database Administration features of SQL will be discussed.

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### **Advanced Excel for Analysis and Business Intelligence**

**3 UNITS**

Excel can be intimidating, complex and confusing with so many features and tools to use. After covering the basics to lay the foundation, this course will move to advanced features of Excel that can be applied in healthcare data analysis, statistics, and visualization, while building pragmatic solutions to common business problems. This course will follow a problem-solution format to explore data analysis options and cover best-practices for delivering solutions in Excel, covering topics including dynamic dashboard, pivot table and pivot reporting, table and formatting, advanced formatting, advanced charting, advanced formula, data tables, simulations and solver, functions, in cell drop down menu, data validation, error checking and data monitoring, sparklines, IF statement, VLOOKUP, and Macro operations.

### **Dashboards and Data Visualization for Data Analysis**

**3 UNITS**

With the growing amount of data available to businesses, decision-makers must translate strategy into accountability, measure progress against goals, and leverage data for business decision making. Dashboards are used to present and analyzing enterprise performance data, both strategic and operational, and to perform business analysis easily and quickly.

This course will teach dashboards and data visualization technologies, using an approach that will include theory as well as a significant hands-on component. Students will learn how to design and build dashboards, as well as create content of different types that can be incorporated into dashboards.

### **Business Intelligence Project**

**2 UNITS**

The instructor will guide students through a project involving real-world data. This new course is currently in development. Once we have the course description, we will make it available.